



LIMELIGHT
MEDIA



聚星 means the gathering of stars and it can also sound like 巨星 (superstars) as a pun.

The concept began with a circle to represent stars (celestial bodies) in the Universe. In constellations, stars are always represented in circles as they are planets themselves. At the same time, it represents being in the spotlight. The swirling motion in the logo symbolises the gathering of stars to form a gigantic spotlight. The entire logo is a symbol of superstar (巨星).

Light is brightest when it is 'white' and it is formed by the gathering of all 7 colours in the rainbow spectrum. These 7 colours also stand for being entertained '7 days per week'. There are exactly 365 circles in the logo to represent all-year-entertainment. The 365th "circle" is right in the middle. This concept also stands for stars shining at their brightest under Limelight Media.

The typeface Fabada is chosen as it looks like the structure of neon lights, signifying the concept of being the attraction in the entertainment circle. The typeface for Limelight Media should not be too thin, nor too rigid/thick. It can look slightly unusual, After all, it is in the business of entertainment. Due to the business being involved in huge funding, the typeface should have some weight to represent reliability and professionalism yet look unconventional.

The final logo also looks like a camera shutter (paparazzi), thus adding even more meaning to a production with the gathering of 'superstars'.

LOGO (Standard Logo - Horizontal)



Minimum size on print



Note: Blue guidelines represent mandatory clear space around logo.

LOGO (Horizontal Logo - 1C)



LOGO (Standard Logo - Vertical)



Minimum size on print



Note: Blue guidelines represent mandatory clear space around logo.

LOGO (Vertical Logo - 1C)



LOGO (Social Media Logo & Favicons)

Social Media Logo

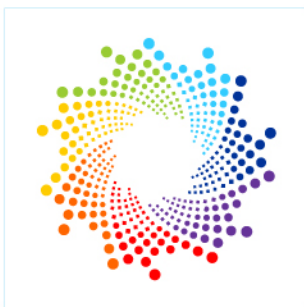


Favicons

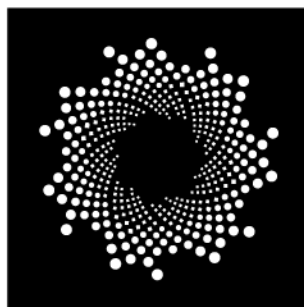


LOGOMARK

Standard



1C



1C



LOGO (Colours)

	Pantone	R	G	B	C	M	Y	K	Web #
●	Bright Red C	255	0	0	255	95	92	0	#ff0000
●	1585 C	255	102	0	0	70	94	0	#33ccff
●	116 C	255	204	0	0	21	93	0	#ffcc00
●	368 C	153	204	51	48	0	91	0	#99cc33
●	2985 C	51	204	55	63	0	0	0	#33ccff
●	661 C	0	51	153	100	84	8	0	#003399
●	268 C	102	51	153	76	88	0	0	#663399
●	Black 6 C	0	0	0	0	0	0	100	#000000